CONSUMER RESPONSE UPDATE

January 2003: Issue N°11

Ontario
Ontario Tourism Marketing Partnership Corporation

HIGHLIGHTS

- 2003 began positively! January consumer response at OTMPC's Web sites and Fulfillment Centre increased over January 2002 as follows:

Consumer Response: Jan 2003 vs. Jan 2002

	Jan 2002	Jan 2003	Change
User Sessions: ontariotravel.net	75,974	123,545	**+63%**
User Sessions : tourismpartners.com	2,684	3,238	**+21%**
Kits: Fulfillment Centre	2,869	3,242	**+13%**
Calls: Call Centre	25,848	18,484	**-29%**

- While calls to the Call Centre dropped 29% over January 2002, the drop is not unique to OTMPC. A similar trend is being observed across North America as consumers continue to shift their preference and usage of the phone to the Web.

FULFILLMENT CENTRE

The Call Centre and B2C site take requests for literature and fulfillment kits and report the distribution to OTMPC.

- With the same amount of fulfillment kits available this January as last, requests were well above January 2002 levels. In January, 13% more kits were ordered by consumers than in January 2002.
- With nearly 20,000 publications in total ordered by consumers in January alone, the majority (67%) was requested by Canadians. U.S. and overseas residents requested 26% and 7%, respectively.
- Publications downloaded via ontariotravel.net were extra to those ordered through the Fulfillment Centre. In January, with 20 posted on the Web, more than 14,800 publications were downloaded.

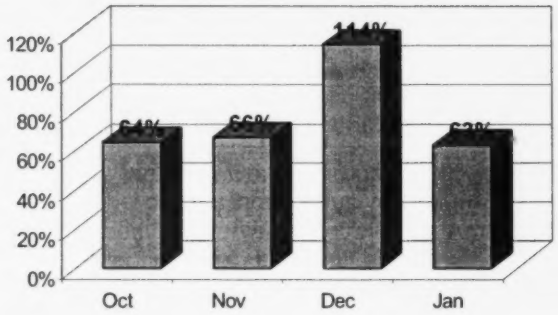
WEB SITES

OTMPC has four web sites – an information portal for consumers (B2C site) in English and in French and a portal to communicate with the tourism industry and partners (B2B site) in English and in French.

B2C Site – www.ontariotravel.net

- In January, user sessions at ontariotravel.net totalled nearly 124,000 – growth of 63% over January 2002. User sessions averaged nearly 4,000 per day.
- Since the official launch of ontariotravel.net in October 2002, user sessions have increased as follows:

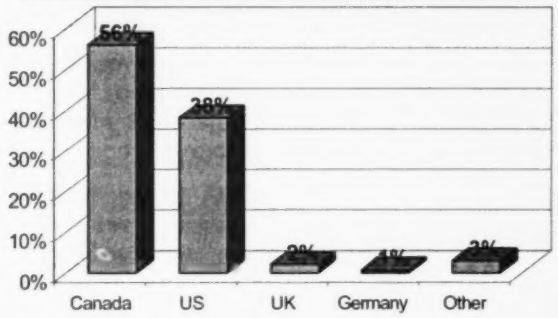
Growth in User Sessions at ontariotravel.net: Oct 2002 - Jan 2003 versus Previous Year



Registered Consumers

- To date, more than 14,500 consumers have registered with ontariotravel.net.
- Of registered consumers, 98% are English and 2% are French. Nearly 9,000 (62%) registered consumers opted to receive e-mails from OTMPC. The majority (62%) of registered consumers are male, and as follows, approximately half (56%) are Canadian.

Origin of Registered Consumers: Jan 2003



ONTARIO
Tourism

900 Bay St. 10th Floor Hearst Block Toronto Ontario M7A-2E1

Brooke Bateman, 416-314-7551 Source: EDS, TraveLinx, FCB

CONSUMER RESPONSE UPDATE

January 2003: Issue N°11

Ontario

Ontario Tourism Marketing Partnership Corporation

HIGHLIGHTS

- 2003 began positively! January consumer response at OTMPC's Web sites and Fulfillment Centre increased over January 2002 as follows:

Consumer Response: Jan 2003 vs. Jan 2002

	Jan 2002	Jan 2003	Change
User Sessions: ontariotravel.net	75,974	123,545	**+63%**
User Sessions : tourismpartners.com	2,684	3,238	**+21%**
Kits: Fulfillment Centre	2,869	3,242	**+13%**
Calls: Call Centre	25,848	18,484	**-29%**

- While calls to the Call Centre dropped 29% over January 2002, the drop is not unique to OTMPC. A similar trend is being observed across North America as consumers continue to shift their preference and usage of the phone to the Web.

FULFILLMENT CENTRE

The Call Centre and B2C site take requests for literature and fulfillment kits and report the distribution to OTMPC.

- With the same amount of fulfillment kits available this January as last, requests were well above January 2002 levels. In January, 13% more kits were ordered by consumers than in January 2002.
- With nearly 20,000 publications in total ordered by consumers in January alone, the majority (67%) was requested by Canadians. U.S. and overseas residents requested 26% and 7%, respectively.
- Publications downloaded via ontariotravel.net were extra to those ordered through the Fulfillment Centre. In January, with 20 posted on the Web, more than 14,800 publications were downloaded.

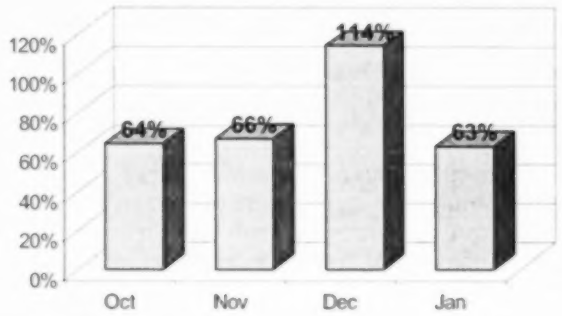
WEB SITES

OTMPC has four web sites – an information portal for consumers (B2C site) in English and in French and a portal to communicate with the tourism industry and partners (B2B site) in English and in French.

B2C Site – www.ontariotravel.net

- In January, user sessions at ontariotravel.net totalled nearly 124,000 – growth of 63% over January 2002. User sessions averaged nearly 4,000 per day.
- Since the official launch of ontariotravel.net in October 2002, user sessions have increased as follows:

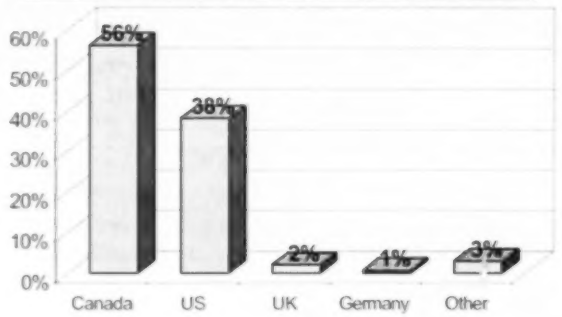
Growth in User Sessions at ontariotravel.net: Oct 2002 - Jan 2003 versus Previous Year



Registered Consumers

- To date, more than 14,500 consumers have registered with ontariotravel.net.
- Of registered consumers, 98% are English and 2% are French. Nearly 9,000 (62%) registered consumers opted to receive e-mails from OTMPC. The majority (62%) of registered consumers are male, and as follows, approximately half (56%) are Canadian.

Origin of Registered Consumers: Jan 2003



ONTARIO

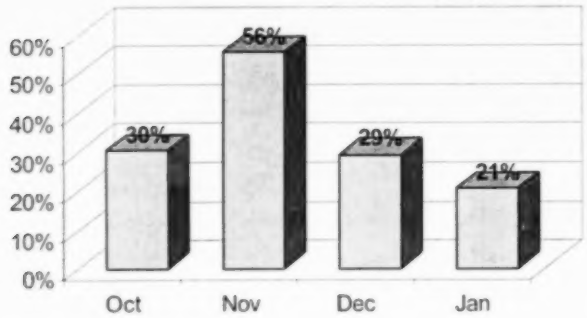
900 Bay St. 10th Floor Hearst Block Toronto Ontario M7A 2E1

Brooke Bateman, 416-314-7551 Source: EDS, TraveLinx, FCB

B2B Site – www.tourismpartners.com

- In January, user sessions at tourismpartners.com grew 21% over January 2002. User sessions averaged more than 100 per day.
- Since the official launch of tourismpartners.com in October 2002, user sessions have increased as follows:

User Sessions at tourismpartners.com: Oct 2002 - Jan 2003 versus Previous Year



Registered Partners

- To date, more than 2,000 partners have registered with tourismpartners.com.
- Of registered partners, nearly all (99%) are English; 1% is French.

CALL CENTRE

Call Centre data reports activity on the 1-800-ONTARIO and 1-888 lines. This activity covers all calls that enter the Interactive Voice Response (IVR) system, whether they are handled by an automated response or directed to an agent.

- Calls to the Call Centre in January totalled nearly 18,500 – a drop of 29% over January 2002.
- Of calls in January, 82% originated in Canada, of which the majority (88%) came from Ontario. 18% of calls were from the U.S., of which the majority (61%) originated in Ontario's seven U.S. Border States.

MARKETING CAMPAIGNS

2002-03 Snowmobile Campaign

- As of January 31, the Snowmobile Campaign drove more than 6,800 registrations to ontariotravel.net through the Contest MicroSite.
- Perhaps because of a strong U.S. focus within the campaign, approximately half of all registrations were made by Americans (54%). 46% of registrations were made by Canadians.
- According to registered users, most registrations were generated by online and magazine ads – 22% and 20%, respectively.
- Versus last year, this year's Snowmobile Campaign involved greater activity, a larger investment, and was in-market earlier. Perhaps as a result, consumers ordered more than twice as many Snowmobile Kits by the end of January as were ordered during the same period last year. On top of Kits - which each contained a Snow Country Ontario Guide – more than 2,500 Snow Country Ontario Guides were ordered by consumers.
- In addition, the online Snow Country Ontario Guide was downloaded over 11,100 times between November and January on ontariotravel.net.

2002-03 Winter Campaign

- January user sessions at ontariotravel.net peaked on the 8th, the day that saw the drop of OTMPC's Winter Getaway Guides in Oshawa, Whitby, and Clarington newspapers, and followed the weekend drop of Guides in 17 additional Ontario newspapers.
- In January, the online Winter Getaway Guide was the most downloaded file from ontariotravel.net. During the month, the Guide was downloaded more than 5,500 times.
- At the Call Centre in January, nearly 550 callers sourced their call to the Ontario Winter TV ads versus only 129 in January 2002.
- At the Fulfillment Centre, more than 1,000 Winter Getaway Kits were requested by Canadians (89%), Americans (10%), and overseas (1%) residents in January. In addition to the Kit, more than 700 Winter Getaway Guides were ordered in January.

TCIS SERVICE LEVELS

As per OTMPC's contract with EDS, OTMPC requires TCIS service levels to be at, or exceed, predetermined levels.

Call Abandonment

Service Level Criteria: Average monthly abandonment rate of less than 5%.

- For January, abandoned calls averaged 3%.

Average Speed to Answer

Service Level Criteria: Of the calls answered by EDS, at least 80% are to be answered within 30 seconds.

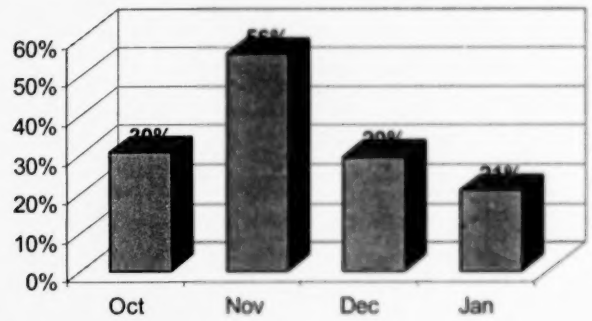
- On average in January, calls were answered in 11 seconds.

Brooke Bateman, 416-314-7551 Source: EDS, TraveLinx, FCB

B2B Site – www.tourismpartners.com

- In January, user sessions at tourismpartners.com grew 21% over January 2002. User sessions averaged more than 100 per day.
- Since the official launch of tourismpartners.com in October 2002, user sessions have increased as follows:

User Sessions at tourismpartners.com: Oct 2002 - Jan 2003 versus Previous Year



Registered Partners

- To date, more than 2,000 partners have registered with tourismpartners.com.
- Of registered partners, nearly all (99%) are English; 1% is French.

CALL CENTRE

Call Centre data reports activity on the 1-800-ONTARIO and 1-888 lines. This activity covers all calls that enter the Interactive Voice Response (IVR) system, whether they are handled by an automated response or directed to an agent.

- Calls to the Call Centre in January totalled nearly 18,500 – a drop of 29% over January 2002.
- Of calls in January, 82% originated in Canada, of which the majority (88%) came from Ontario. 18% of calls were from the U.S., of which the majority (61%) originated in Ontario's seven U.S. Border States.

MARKETING CAMPAIGNS

2002-03 Snowmobile Campaign

- As of January 31, the Snowmobile Campaign drove more than 6,800 registrations to ontariotravel.net through the Contest MicroSite.
- Perhaps because of a strong U.S. focus within the campaign, approximately half of all registrations were made by Americans (54%). 46% of registrations were made by Canadians.
- According to registered users, most registrations were generated by online and magazine ads – 22% and 20%, respectively.
- Versus last year, this year's Snowmobile Campaign involved greater activity, a larger investment, and was in-market earlier. Perhaps as a result, consumers ordered more than twice as many Snowmobile Kits by the end of January as were ordered during the same period last year. On top of Kits - which each contained a Snow Country Ontario Guide – more than 2,500 Snow Country Ontario Guides were ordered by consumers.
- In addition, the online Snow Country Ontario Guide was downloaded over 11,100 times between November and January on ontariotravel.net.

2002-03 Winter Campaign

- January user sessions at ontariotravel.net peaked on the 8th, the day that saw the drop of OTMPC's Winter Getaway Guides in Oshawa, Whitby, and Clarington newspapers, and followed the weekend drop of Guides in 17 additional Ontario newspapers.
- In January, the online Winter Getaway Guide was the most downloaded file from ontariotravel.net. During the month, the Guide was downloaded more than 5,500 times.
- At the Call Centre in January, nearly 550 callers sourced their call to the Ontario Winter TV ads versus only 129 in January 2002.
- At the Fulfillment Centre, more than 1,000 Winter Getaway Kits were requested by Canadians (89%), Americans (10%), and overseas (1%) residents in January. In addition to the Kit, more than 700 Winter Getaway Guides were ordered in January.

TCIS SERVICE LEVELS

As per OTMPC's contract with EDS, OTMPC requires TCIS service levels to be at, or exceed, predetermined levels.

Call Abandonment

Service Level Criteria: Average monthly abandonment rate of less than 5%.

- For January, abandoned calls averaged 3%.

Average Speed to Answer

Service Level Criteria: Of the calls answered by EDS, at least 80% are to be answered within 30 seconds.

- On average in January, calls were answered in 11 seconds.